

## **Agricultural Marketing in Sri Lanka**

- Sri Lankan Agricultural sector doesn't use more technology yet.
- Now imported milk powder is in a risky situation. Therefore Sri Lankan fresh milk industry has high valuable opportunity to develop production and win the market.
- Sri Lankan fertilizer industry has some problems about their chemicals. Therefore Sri Lankan government tend to promote utilization of organic and bio fertilizers.
- Now Sri Lankan agricultural education has improved than before. Governments universities provide degree degrees. Then younger generation has good knowledge about agriculture sector.
- Now degree products tend to doing advertising. Eg: CIC degree foods.

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08/MS/139

Marketing Management